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ELECTRONICAL NEW APPROACHES AS MANAGING INFORMATION SYSTEMS THROUGH THE SOCIAL NETWORKS*

The article presents comparative analysis of the most recognized electronic media tools (particularly mobile applications) of spreading information in social networks. The mentioned tools are considered to be uppermost in business environment and are directed towards augmenting the effectiveness of organization in competitive conditions.

The article also highlights the necessity to localize these tools in the fields of economy and education of the Republic of Armenia, taking into account the international experience.

Key words: Social media, management tools, mobile applications, information technology, social networks, virtual offices, business environment.

About twenty years of effective development of information technologies considerably changed the ways of business communication. Nowadays, the improvements of communication technologies seem to be a challenge for organizations targeted at rapidly adapting their activities to business environment in highly competitive conditions. Herein, it augments the effectiveness of compa-

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nies. Small businesses of not having enough resources or other guidance opportunities face some problems on attracting potential customers. Yet, every new business should also compete with others to survive on the market.

In fact, using the internet makes it easier for businesses to localize jobs from one place to another, to create virtual mobile offices, to provide consumers with information about their brand more quickly. These turning innovations contributed to the fact that the decision-making process became faster and save time. In present digital era the customers make purchase decisions recurrently following the information found in the internet. Sometimes the information about brands is supplied directly by brands and retailers which often contribute to customers' decision making process¹. Nowadays, the customers get the information through the Internet, particularly, through such social networks as Facebook, Twitter, Google+, LinkedIn, and others. Depending on the country where it is intended to sell the brand, companies need to consider and explore the social network dominating in the particular country. The problem becomes more complicated when we deal with several social networks. In this case, the economic competition makes the companies instantly address the customer some information on the innovations concerning its brand.

For building an on-line business and spreading information quickly and efficiently in the social networks, it is often necessary to use some information management tools that help companies save time and distribute useful information from correct devices².

Having the right social media management tools and presenting it to all the major networks like Facebook, Twitter, Google+ and LinkedIn is necessary not only for large companies, but also for any type of business, thereof. Some of them can work through the Internet or even without³. Those tools can correspondingly be used for marketing, research, posting, monitoring, customer service, scheduling, analytics and even managing staff, etc...

Nowadays, mobile applications play a major role in the life of business as it helps not only to save the time, but also disseminate information immediately, regardless of location and spread information faster than any other media⁴. They are very important in terms of marketing⁵.

1 Տիւ E. C. Malthouse, M. Haenlein, B. Skiera, E. Wege, and M. Zhang, "Managing customer relationships in the social media era: Introducing the social CRM house," *J. Interact. Mark.*, vol. 27, no. 4, 2013, էջեր 270–280 <https://doi.org/10.1016/j.intmar.2013.09.008> (ւնւնք՝ 24.05.2017).

2 Տիւ S. Banerjee and R. R. Dholakia, "Mobile Advertising: Does location-based advertising work?," *Int. J. Mob. Mark.*, vol. 3, no. 2, 2008, էջեր 68–74, <https://s3.amazonaws.com/academia.edu.documents/31950306/SSRN-id2135087.pdf?AWSA> (ւնւնք՝ 10.10.2017).

3 Տիւ A. M. Engineering, "Apps4aME position paper Apps for Advanced Manufacturing Engineering Will mobile devices and apps revolutionize the manufacturing industry?," no. 314156, էջ 8, http://cordis.europa.eu/docs/results/314/314156/final1-2014-11_apps4ame_whitepaper_v13.pdf (ւնւնք՝ 19.05.2017).

4 Տիւ L. Corral, A. Sillitti, and G. Succi, "Preparing mobile software development processes to meet mission-critical requirements," 2016, էջեր 5–7, file:///C:/Users/admin-005/Downloads/Preparing_Mobile_Software_Development_Processes_to.pdf (ւնւնք՝ 19.05.2017).

5 Տիւ F. Zammetti, "Pro iOS and Android Apps for Business," with jQuery Mobile, Node.js, MongoDB, 2013, էջ. 312, <http://dx.doi.org/10.1007/978-1-4302-6071-4%5Cnhttp://swbplus.bsz-bw.de/bsz398196672cov>. (ւնւնք՝ 27.05.2017).

The most popular mobile applications are “Hootsuite”, “Agora Plus”, “Everypost”, “Sprout Network”, “Tailwind Systems”, “Social Pilot”, “Pyrus”, “Social media all in one place”, “DrumUp”, “Pagemodo”, “Followers” and so on. At first sight, these applications seem to be the same, but depending on their purposes, have number of features. For example, “Hootsuite”, which is used by around ten million professionals, helps to schedule and analyze social media marketing campaigns, “Everypost”, which is well-known in the business world and used by digitalized organizations lets you schedule and post videos and images of any format on the framework of social networks. “Agora Plus” in its turn lets you market content and run promotions, and “Followers”, which is the most popular application for Instagram community management lets you make analysis and understand insights of the empower brand whether it’s still influential in the market, can have promotion in the future and evolve creatively, i.e, the performance of publications, etc.

In the context of mobile applications, almost every platform has its own repository, where its users can download both free and paid apps¹. But free mobile applications often have limitations. In general, connection can be only through one network, if the businesses wish to connect through more networks one should pay for the service. They are also designed for a short time period such as up to 15 days. Moreover, free mobile apps have limitation not only in costs, they don’t let to have more than one profile on each social network and up to scheduled messages. In this context one can mention “Buffer” application. Some of apps are very expensive. Along with the higher price it may make it difficult for smaller businesses to justify. For example is “Social Flow”, which price point is out of reach for many customers and there is no small business option. “Social Flow” costs between \$4000 and \$6000/month for unlimited profiles.

However, the following article studies free versions of mobile applications.

There are mobile applications that are extremely clear and easy to understand, allowing you to connect many social networks and, unlike some applications, spread information faster. One such example is the “Social media all in one place” application, which connects from over 25 social networks at the same time. However, there are mobile applications in terms of use that are very difficult², such as “Sprout Network”. It allows users to view and share basic information having all the social networks in one place. For instance, users can select “All Contacts” and “Facebook” and “Sprout” will search Facebook for matching contacts. Also, users can create contact groups within “Sprout”. They may choose to create a group called “Close Friends”. But this app is difficult for using, because for connecting through more than one network, it needs to be

1 Տևու B. Raluca, “Mobile Web Apps vs . Mobile Native Apps : How to Make the Right Choice,” 2013, էջ 13, <https://www.slideshare.net/milkers/mobile-web-apps-vs-mobile-native-apps-how-to-make-the-right-choice> (մուտք՝ 27.05.2017).

2 Տևու L. Malita, “Social media time management tools and tips,” in *Procedia Computer Science*, 2011, vol. 3, էջեր 747–753 <https://www.sciencedirect.com/science/article/pii/S1877050910004989> (մուտք՝ 24.05.2017).

signed out every time, which can take several minutes if users have large numbers of contacts. Besides, it is also difficult to create new groups for spreading information with different content every time.

There are also other mobile applications which are quite useful, but are being connected to such social networks that are not so applicable. For example, “Tailwind systems”, which is used a worldwide consulting firm for drycleaners and launderers. It allows downloading and searching videos, gives technical help and much information for all business related issue from management, equipment and all about production efficiency. If users are looking for everything in one social media management system isn’t a right choice. “Tailwind” only works with Pinterest and Instagram so users will still need another program for any other platforms.

A number of mobile apps have special features. Many of them let manage the information in time. For example, “Social Pilot”, which is a marketing tool for organizations, can connect up to over 200 social media profiles, pages, and groups at the same time. Here one can schedule the order of information, classify it by preference, manage posts, thus making the brand more visible in social networks and raising its viewing visibility.

Some mobile applications are like virtual offices. “Pyrus” is an example of that. It is a team communication tool for business which incorporates real-time messaging, task delegation and approval flows. There are included all tasks and conversations which are easily applicable. Each task manager is the addressee. It is possible to spread any type of document and message, even while working offline. It lets you connect only via Dropbox using Google Drive.

Over the past decade, the IT sector, particularly the software and services sector, became fast growing and profitable one for the economy of the Republic of Armenia¹. Today, some progress has been registered as a result of projects for the development of IT sector, but compared with other countries that have succeeded in this field the promotion is not obvious. If we try to localize innovations maintained in the economy of our republic, it should be emphasized that in order to introduce the novelty you need to overcome various obstacles. First of all, it is necessary to make an appropriate change in the organization management culture for the implementation of such applications. In this case, first of all, trained and qualified professionals are needed for each organization that cannot only implement similar programs, but also manage the information in the social networks for the benefit of the organization. These applications are most often aimed to use in those organizations which function more in business field, have branch offices abroad or are spread throughout the country.

Many of these social media management tools are also appropriate in the field of education, as we also deal with marketing, research, posting, monitoring,

¹ Տես Եվրոպական ակադեմիա: Գիտ. Հոդվածների ժողվ./ ԵՏԱ. Գլխ. խմբ. Դ. Հովհաննիսյան, –Եր.: «ԵՏԱ» հրատ., 2014, Գիրք 5, էջ 4, <http://era.am/views/era/documents/merged5.pdf> (մուտք՝10.12.2017).

providing educational services to students (applicants), scheduling, analytics and even managing staff. An bright example is the University admission period, when it is necessary to engage new applicants by providing the fastest and periodically updated information. Another example is to provide students with information about the current process of the University. In this case, not only does it refer especially to the Universities with the large numbers of students, but also to those who implement distance learning.

By the way of conclusion, choosing the right social media management tools for business requires a good understanding of what business needs are. While a lot of mobile programs seem very good, company might not to succeed. Instead, business needs to focus on which mobile tools can improve what they are already doing on social media currently. It is necessary to elaborate coordinated measures, to develop a proper policy in the above-mentioned technologies, and it is very important to study the international experience by localizing it in the economy.

Արմինե Մանասյան

Եվրասիա միջազգային համալսարանի Հասարակայնության հետ կապերի և գովազդի բաժնի պատրասխանապրու, կառավարման ամբիոնի մագիստրատուրայի 2-րդ կուրսի ուսանողուհի

ԷԼԵԿՏՐՈՆԱՅԻՆ ՆՈՐ ՄՈՏԵՑՈՒՄՆԵՐԸ՝ ՈՐՊԵՍ ՍՈՑԻԱԼԱԿԱՆ ՑԱՆՅԵՐՈՒՄ ՏԵՂԵԿԱՏՎՈՒԹՅԱՆ ՏԱՐԱԾՄԱՆ ՄԻՋՈՑՆԵՐ

Սույն հոդվածում համեմատական վերլուծության են ենթարկվել սոցիալական ցանցերում տեղեկատվության տարածման առավել հայտնի էլեկտրոնային գործիքները՝ մասնավորապես բջջային հավելվածները, որոնք մեծ դեր ունեն գործարար միջավայրում և ուղղված են մրցակցության պայմաններում կազմակերպությունների արդյունավետ գործունեության բարձրացմանը:

Հոդվածում մատնանշվել են նաև այդ գործիքները տեղայնացնելու անհրաժեշտությունը Հայաստանի Հանրապետության տնտեսության և կրթության ոլորտում՝ հաշվի առնելով միջազգային փորձը:

Հիմնաբառեր. սոցիալ-մեդիա, կառավարման գործիքներ, բջջային հավելվածներ, տեղեկատվական տեխնոլոգիաներ, սոցիալական ցանցեր, վիրտուալ գրասենյակներ, գործարար միջավայր:

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ВВОД НОВЫХ ЭЛЕКТРОННЫХ ИННОВАЦИЙ КАК СРЕДСТВА ИНФОРМАЦИОННОГО РАСПРЕДЕЛЕНИЯ В СОЦИАЛЬНЫХ СЕТЯХ

В данной статье представлен сравнительный анализ наиболее популярных электронных средств массовой информации в социальных сетях, особенно в мобильных приложениях, которые играют большую роль в деловой среде и направлены на повышение эффективности организаций в условиях конкуренции.

В статье также излагается необходимость локализации этих инструментов в области экономики и образования Республики Армения с учетом международного опыта.

Ключевые слова: Социальные медиа, инструменты управления, мобильные приложения, информационные технологии, социальные сети, виртуальные офисы, бизнес-среда.